

**The Wagner Group  
Jamie Wagner, Realtor  
Quality Service Certified,  
Platinum Club**



**Re/Max Action Associates  
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**Biography, 2011**

As a 1997 graduate of Penn State University with a bachelor's degree in Finance and a keen eye for economics, Jamie Wagner chose his profession as a Realtor at RE/Max Action Associates. He has since been in the top 1% in total units settled among all Chester County Realtors, and has also been in the top 1% of settled homes representing buyers. In May 2002, Jamie wanted to further define himself as an accountable and reliable Realtor. He studied and received the Quality Service Certified® designation. This process for doing business ultimately holds Jamie accountable for various aspects of the real estate transaction and later requires an independent survey to be filed with the Quality Service Company. In the first year, he received the Quality Service Gold Award and the following years up through 2008, he got the Quality Service Platinum Awards. This is measured by a score of 100% client satisfaction rating on the aforementioned survey. The process is outlined on the Quality Service Guarantee© to follow.

Currently Jamie Wagner and his family live in the Downingtown area. Jamie is a devoted father and husband to wife, Meg and children, Ryan (10), Jimmy (8), and Gabriella (6). With very active children, Jamie stays busy outside of Real Estate by coaching soccer, traveling for gymnastics practices and meets and running for exercise. Jamie also enjoys traveling with his family to Ocean City, MD for beach getaways and visiting Disney World every couple of years.

The family also enjoys swimming and diving ...especially being thrown in by Dad. After a long hiatus, the whole family is also taking up golf and tennis again. They also enjoy weekend getaways to the lake where they swim, tube, water ski, hike, ride on 4-wheelers and spend time with their cousins. Jamie remains a closeted card shark during monthly Texas Hold-em Poker tournaments and bi-weekly neighborhood poker games.



## **Jamie Wagner, Realtor : 2011 Mission Statement**

I pledge to you to handle all real estate sales quickly and effectively. My family oriented work ethic enables excellent communication with my clients while extending the highest level of quality service. I guarantee my superior level of service with my Quality Service Guarantee! With this guarantee is my written commitment in assuring the delivery of all the services described in my packet. This guarantee separates my work ethic and strategies from those of my competitors. It also gives my clients the ability to evaluate my service. My dedication is to your service, not to the number of settled units per year. I also do not take on more clients than I can handle effectively. Most importantly I am willing to be held accountable for our actions and responsibilities as a Realtor.

I get Results! I have an outstanding record of selling listed homes quickly. Even in this extremely rough economic climate, the homes I have listed have sold in an average of only about 45 days. I spend a great deal of time counseling my buyers and sellers to make informed, clear decisions. A weekly status report on each of my listed properties is composed, such as feedback on showings and number of showings. I am happy to explain all input from databases and media sources to my clients in an understandable manner. I choose to make individual time for each client, to ensure their complete understanding of the process of the sales transaction. My career centers around client satisfaction!

*I have provided for you a few testimonials from my satisfied clients (more information and testimonials are available on [ApplecrossCC.net](http://ApplecrossCC.net) under the About Me Tab):*

### **Brian and Geri-Ann Wogram**

12 Hunter Dr.  
Glenmoore, Pa.  
19343

“Jamie Wagner of Re/Max Action Associates made the purchase of our first home an exciting and smooth experience. His professionalism and responsiveness to our deadlines and requests was outstanding, and we will utilize his services for the purchase of our future home.”

### **Matthew Goetting**

409 Willow Cir  
Downingtown, Pa.

19335

"As is the case with any major decision, you want to be able to count on the people close to you for insight and support. Jamie offered both in an honest and objective way. With all the potential complications that go with the purchase of a house, having someone I could trust was one less thing to worry about."

**Brian Jaszczak**

3023 Valley Dr.  
West Chester, Pa.  
19382

"Thanks again for going above and beyond during my Home Buying Experience. You are really well versed in the all aspects of the Real Estate Industry and I would recommend your services to anyone looking to Buy or Sell a house in the near future. Jamie, I look forward to doing business with you in the future and I want you to know that you have a loyal Real Estate Customer for life."

**Michael and Jennifer McLaughlin**

4805 Cara Ct.  
Chester Springs, Pa.  
19425

"Upon moving back to the Chester County area, I found myself in the position of transitioning to a new job, getting married and buying my first house in a very short time span. My wife-to-be and I were definitely overwhelmed with everything going on at the time. Luckily, we got referred to Jamie Wagner to handle our home purchase. He found us a great townhouse in a perfect neighborhood. On top of this, we later found out that we received an incredible value in our first home purchase. We later sold it and have recently moved into a brand new house, which he had informed us about. Our sincere thanks go out to Jamie for his hard work and his ability to exceed all of our expectations of what a realtor should do for a customer."

**Matthew Hopkins**

55 Brighton Ct  
Downingtown, Pa.  
19335

"Jamie Wagner acted as the realtor in the purchase of my home and I could not be happier with the job he did. He found me a beautiful home in the price range I specified quickly. He made the purchase of my home as smooth a process as possible. I recommend Jamie to all my friends when they are looking to buy or sell a home."

# A Seller's "Heaven" in 2011! Read How Jamie Gets Better Results!

**Exposure**– the more potential buyers that are exposed to your property, the more likely you will receive higher and better offers, especially if two or more buyers are interested at the same time. If maximum exposure was not important, a little company called would not have the incredible significance to people across the world selling all kinds of merchandise!



## JAMIE INCREASES YOUR PROPERTY'S EXPOSURE TO AGENTS

- **Trend Multiple Listing Service**– your property is immediately inserted in Trend, reaching over 32,000 agents working with buyers across the Tri-State area. Multiple photos of the property enhance the attractiveness of the property.
- **Agent Outreach Part One**– agents with buyers in your property's price range are identified through our affiliation with eShowings, inc., our Showing Appointment Center. Your property is "pushed" towards these agents, giving it "Top of Mind Awareness" with these agents.
- **Agent Outreach Part Two**– agents who are generally active in your area are also identified through eShowings data. Agents are proactively notified about your property's availability through e-mail flyers and/or postcard mailings. Additional "Top of Mind Awareness" is attained.
- **Agent Outreach Part Three**– agents with similar properties (both currently for sale and recently sold) are "touched" via e-mail and/or postcards. This increases showing activity from the buyer prospects these agents have received through inquiries about their listings and channeling these buyer prospects to *your* property!



**Action Associates**

Jamie Wayner



# Seller's "Heaven" In 2011!

## How Jamie Gets Results... *Continued*

### JAMIE INCREASES YOUR PROPERTY'S EXPOSURE TO BUYERS

- **Buyer Profiling**– likely buyers for your property are identified through our homeowner database. Depending on the characteristics of your property, we outreach through direct mail to those buyers most likely interested in your home.
- **Website Marketing**– your home is featured on office, agent and national websites. Office and agent sites have “lockbox” functionality, allowing the capture of buyer prospect information and immediate agent notification. We may just be contacting your buyer before he or she leaves the site on which your property is displayed!
- **Neighbor Notification**– postcards featuring your property are often sent to your neighbors, allowing them to tell their friends and acquaintances who may be interested in moving to your neighborhood
- **Friends and Family e-mail Outreach**– we construct a compelling e-mail highlighting the major features of your property, including several interior and exterior photographs. This e-mail is sent to you so that you can forward it to the friends and family in your e-mail address book. These friends and family members are asked to forward the message to their address book members, affording you *exponential* exposure of your property!
- **Inter-Office Buyer Search**– buyers who have registered their interest in properties similar to yours are identified through a combination of office software programs and the co-ordination of staff and office agents. Your property is “pushed” to those buyers who have not already purchased.



Action Associates

Jamie Wayner



# A Seller's "Heaven" in 2011!

## How Jamie Gets Results... *Continued*

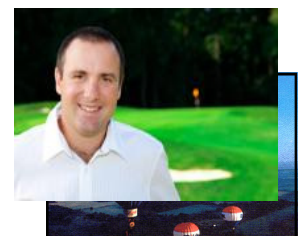
### JAMIE'S CREATIVE MARKETING METHODS

- **Listing "Hold Back"**– If appropriate, your property can be placed in the Multiple Listing Service but be made "not available for showing" for several days. This "hold back", in certain circumstances, creates a backlog of buyers anxious to see the property. When the property is made available, multiple showings occur, sometimes simultaneously, creating a "fear of loss" among buyers. This condition, depending upon market conditions, often results in several offers from buyers, some of which may be above your asking price.
- **Selective Client Notification**– Details of your property are sent to a select group of past clients. These clients, some of whom have purchased several properties from us through the years, are notified of your property's availability, giving a "first-chance" opportunity for these clients, their friends and family, to view the home.
- **The RE/MAX Collection**– Properties three times the average listing price qualify for special "RE/MAX Collection" status, including special marketing materials and advertising.
- **Demographic Buyer Profiling**– Does your property have special characteristics lending itself to a particular type buyer? Features of special appeal to buyers in different demographic groups are identified. Compelling marketing materials are then created and placed where these demographic groups live, work and play.
- **Home Staging**– Your property may be perfectly suited to your present lifestyle and needs. Certain room configurations, wall colors, window treatments and lighting, however, may be "buyer turnoffs". Our experts will visit your property, make suggestions and recommendations to increase your property's appeal to the widest number of buyers.
- **ConstantContact.com**– We send out a press release on this new strategic website to EVERY realtor in Chester County when your home lists, and any time there is a significant change to your home's listing!



**Action Associates**

**Jamie Wagner**



# A Seller's "Heaven" in 2011!

## Jamie Gets Results... *Continued*

### HOW JAMIE GOES ABOVE OTHER REALTORS TO GET YOUR HOME SOLD FAST!

- **Attention to Details**– Virtually 100% of agreements of sale have contingencies, inspections and due dates. Lack of attention to these items can cause catastrophic consequences to your sale. Something as small as a check-box left unchecked may result in your agreement not going to settlement. Every detail is catalogued. Your home sale transaction receives my full attention.
- **Renegotiation**– Home inspections, radon, septic and water certifications and other contingencies often require renegotiation of your Agreement of Sale. My expertise is handling these renegotiations puts you in a better bargaining position, whether as a result of constructing a stronger agreement from the start, or as situations arise throughout the sale process. Having this expertise on your side can mean thousands of dollars in savings to you.
- **Homeowners / Condominium Associations**– Properties part of homeowners or condominium associations require special care. The timeliness of association document procuring and receipt can make the difference in a "tight" agreement or one in which the buyer can easily walk away. Why sell your property twice if you can sell it once?
- **Appraisals and Appraisers**– Current market conditions often result in "over full price" agreements in conjunction with the 90, 95 or 100% financing requirements of buyers. Knowing how to provide the buyer's appraiser with the information needed to allow the financing requirements to be met can keep your transaction from falling apart.
- **Inspectors and Inspections**– Being familiar with these procedures and these professionals often makes the difference in a "pass" or "fail" for your property. I know how to smooth this process to your advantage.



**Action Associates**

**Jamie Wagner**



# A Seller's "Heaven" in 2011! Jamie Gets Results!

## YOUR BOTTOM LINE SUMMARY

- **Exposure to Agents**– my *agent* marketing efforts result in more agents keeping your property in mind. This increases showing traffic and offers for your home, giving you a better bottom line.
- **Exposure to Buyers**– my *buyer* marketing initiatives result in more buyers knowing all the terrific attributes of your property, resulting in more showings and offers for your home, giving you a better bottom line.
- **Creative Marketing**– my *proactive* marketing methods, available in part via our proprietary technologically-driven systems and services, allows your property to be the “best it can be” in terms of appeal to the widest range of buyers that we *aggressively* seek out. Again, showings and offers are increased, as is your bottom line.
- **After the Agreement Expertise**– it matters not how many agreements of sale a seller gets for his or her property if none of them get to the settlement table. The costs of needlessly “fallen-through” agreements can result in thousands of dollars less in your bottom line, not to mention incredible inconvenience and heartache. My fee includes more than just finding the right buyer - it ensures that the right buyer follows through all the way to settlement.

*It will be my pleasure to hand you your Better Bottom Line proceeds check!*



**Action Associates**

**Jamie Wagner**





# Quality Service Guarantee

Quality Service Certified® For Home Seller

**The Quality Service Guarantee is your written commitment from your sales associate assuring the delivery of all of the services described below.**

1. Present agency representation alternatives for you and the home buyers.
2. Deliver a Competitive or Comparative Market Analysis to assist in developing a pricing strategy.
3. Create and present a detailed, written marketing plan including specific strategies, programs and buyer targets.
4. Recommend property merchandising and enhancements to maximize marketability.
5. Provide a written estimate of seller expenses and proceeds.
6. Review your property history and disclosure statement and deliver it to each prospective buyer.
7. Commit to regular communication including prospect and market feedback.
8. Promote property through advertising, direct marketing, industry networking and the Internet.
9. Provide counsel and negotiating assistance on all offers to purchase.
10. Forward to you financial information as provided by the buyer and make every effort to have each pre-qualified or pre-approved with a lender.
11. Monitor and communicate the status and satisfaction of contract contingencies.
12. Offer home purchase assistance, referral services and access to community and property information.
13. Contact you and follow-up after closing to assure the satisfactory completion of all service details.
14. Offer the opportunity to evaluate the service provided through the Quality Service Assurance Survey©.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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JAMIE WAGNER  
COMMUNITY REAL ESTATE





# ***Settled Listings 2010!***

## **Agents in the Top 100 Trend MLS Jan - Dec 2010 by Total Settled Listings**

| <b>Name</b>            | <b>Ranking</b>   |
|------------------------|------------------|
| <b>Jamie Wagner</b>    | <b>Tied 10th</b> |
| <b>John Guerrera</b>   | <b>Tied 20th</b> |
| <b>Anita Mazzula</b>   | <b>Tied 31th</b> |
| <b>Martin Lockhart</b> | <b>Tied 31th</b> |
| <b>John Kirk</b>       | <b>Tied 64th</b> |
| <b>Michael McDaid</b>  | <b>Tied 64th</b> |
| <b>Scott Darling</b>   | <b>Tied 64th</b> |

**D**ata from The Delaware Valley Real Estate Information Network (Trend) allows us to rank Trend MLS member agents who were reported to have participated in settled Chester County residential listing transactions between January 1 and December 31, 2010.

*Congratulations to all!*

**RE/MAX<sup>®</sup>**  
**Action Associates**  
**610-363-2001**  
**[www.HomesinPA.com](http://www.HomesinPA.com)**

*Technology Leaders*

This representation is based in whole or in part by data supplied by The Delaware Valley Real Estate Information Network (Trend). Trend does not guarantee nor is in any way responsible for its accuracy. Data maintained by Trend may not reflect all real estate activity in the market. Information contained herein represents information that was supplied to Trend from 1/1/10 through 12/31/10 from member real estate organizations.



# Above the Crowd Production!



**Action Associates**

**610-363-2001**

**Agents in the Top 100  
Trend MLS Jan - Dec 2010**

## Total Settled Units

| Name             | Ranking   |
|------------------|-----------|
| Jamie Wagner     | Tied 14th |
| John Guerrera    | Tied 19th |
| Scott Darling    | Tied 21st |
| Martin Lockhart  | Tied 41th |
| Michael McDaid   | Tied 41th |
| Anita Mazzula    | Tied 67th |
| John Kirk        | Tied 83rd |
| Rita Fantanarosa | Tied 95th |

***D**ata from The Delaware Valley Real Estate Information Network (Trend) allows us to rank Trend MLS member agents who were reported to have participated in settled transactions between January 1 and December 31, 2010 in Chester County.*

### *Technology Leaders*

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***Work  
Smart!***



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